DOCUMENT RESUME

ED 295 721 JC 880 304

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TITLE Follow-Up of "Harbinger" Readership. Volume XVI, No. 10.
INSTITUTION William Rainey Harper Coll., Palatine, Ill. Office of Planning and Research.
PUB DATE 1 Apr 88
NOTE 19p.
PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Questionnaires; Reader Response; *Reading Habits; *Reading Interests; *School Newspapers; School Surveys; *Student Attitudes; Student Characteristics; *Two Year College Students

ABSTRACT

In spring 1987, a study was conducted at William Rainey Harper College (WRHC) to assess students' perceptions of the campus newspaper, "The Harbinger," in order to assist "Harbinger" staff in meeting student needs. A random sample of 240 degree credit students and 160 non-degree credit students enrolled in fall 1986 were surveyed by mail to determine personal characteristics; preferences for movies and music; political views; and favorite and least favorite sections of "The Harbinger." Study findings, based on a 47% response rate from degree credit students and a 35% response rate from non-degree credit students, included the following: (1) with respect to movie preferences, both groups preferred comedies, followed by adventures and movies based on true stories; (2) hard rock was preferred by 13.5% of the credit students, but only 4.1% of the non-degree credit students; (3) 37.4% of the degree credit students and 47.2% of the non-degree credit students classified themselves as Republicans; (4) 16% of the degree credit students and 72.2% of the non-degree credit students indicated that they never read "The Harbinger," while 45.4% of the degree credit students and 13.0% of the non-degree credit students reported reading it several times during the fall semester; (5) for degree credit non-readers, 58.9% indicated that they were too busy to be bothered with reading the paper; (6) the favorite section of both groups was on-campus events and announcements, though a sizable proportion of the degree credit students favored the campus news section; and (7) 34% of the degree credit students indicated that the sports section was their least favorite part of the paper. Detailed study findings and the survey instrument are appended. (MDB)

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FOLLOW-UP STUDY OF HARBINGER READERSHIP

Volume XVI, Number 10
April 1, 1988

Editor, Harbinger

T. Flaherty, Research Analyst
Office of Planning & Research

IC 880 304

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ABSTRACT

THE PURPOSE OF THIS STUDY WAS TO PROVIDE THE HARBINGER STAFF WITH A SUMMARY OF WHAT HARPER STUDENTS LIKE OR DISLIKE ABOUT THE HARBINGER SO THAT THE PAPER MAY BETTER MEET STUDENTS' NEEDS. A RANDOM SAMPLE OF 240 DEGREE CREDIT STUDENTS AND 160 NON-DEGREE CREDIT STUDENTS ENROLLED DURING THE 1986 FALL SEMESTER WERE SURVEYED BY MAIL. RESPONSE RATES OF 47 PERCENT DEGREE CREDIT AND 35 PERCENT NON-DEGREE CREDIT STUDENTS WERE OBTAINED.

IN REGARD TO PERSONAL PREFERENCES, ALL STUDENTS SURVEYED ENJOYED COMEDY MOVIES AND LIGHT ROCK MUSIC. AS FOR POLITICAL VIEWS, THE LARGEST PERCENTAGE OF DEGREE CREDIT AND NON-DEGREE CREDIT STUDENTS CLASSIFY THEMSELVES AS REPUBLICAN.

WITH REGARD TO THE HARBINGER, DEGREE CREDIT STUDENTS WERE MORE LIKELY TO READ THE HARBINGER THAN NON-DEGREE CREDIT STUDENTS. THE MAIN REASON IS THAT MANY NON-DEGREE CREDIT STUDENTS ATTEND OFF-CAMPUS SITES. THE MAJORITY OF THOSE WHO READ THE HARBINGER PICK UP THE PAPER FROM A RACK IN BUILDING A, J, OR D.

ON-CAMPUS EVENTS AND ANNOUNCEMENTS AND CAMPUS NEWS ARE THE MOST FAVORED SECTIONS OF THE HARBINGER. THE LEAST LIKED SECTIONS ARE SPORTS AND THE EDITORIAL COMMENT. HOWEVER, WHEN ASKED WHAT THEY WOULD LIKE TO SEE ADDED TO OR CHANGED IN THE HARBINGER, MANY OF THE STUDENTS RESPONDING TO THIS QUESTION SAID NO CHANGE WAS NECESSARY.

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PURPOSE

The purpose of this study was to provide the Harbinger staff with a summary of what Harper students like or dislike about the Harbinger so that it may better meet students' needs.

POPULATION SURVEYED

The population targeted was composed of students enrolled during the 1986 fall semester. A random sample was selected of 240 degree credit students (1.8% of the total 13,521 degree credit students enrolled) and 160 non-degree credit students (1.8% of the 8,661 non-degree students enrolled). Responses were received from 112 of the 240 degree credit students for a response rate of 47 percent and 56 of the 160 non-degree credit students answered the survey for a 35 percent response rate.

	Degree Credit Students		Non-Degree Credit Students	
	Number	Response Percent	Number	Response Percent
Mail Response	112	46.7	56	35.0
Non-Forwardable	1	.4	2	1.3
Unable to Reach	126	52.5	96	60.0
Refused to Answer	1	.4	6	3.7
Total Non-Responses	128	53.3	104	65.0
Total Sample	240	100.0	160	100.0

In looking at data from respondents, non-respondents and the whole Harper population, it appears that part-time students and new students are under-represented in the degree credit sample and the non-degree credit sample.

	Degree Credit		Non-Degree Credit	
	Total Sample	Total Student Population	Total Sample	Total Student Population
Male	37.5	43.1	32.1	31.4
Female	62.5	56.9	67.9	68.6
Under 21	28.4	34.6	3.6	6.4
21 and Over	71.6	63.9	96.4	93.6
Average Age	24.8	27.6	40.9	37.2
Full Time	48.1	29.9	2.0	--
Part Time	51.9	70.1	98.0	--
New Student	0	28.8	5.1	40.2
Continuing Student	100.0	71.2	94.9	59.8

METHOD USED

The instrument shown in the appendix was developed by the Office of Planning and

METHOD USED (continued)

Institutional Research and Bill Kugelberg, past Harbinger Editor-In-Chief. This survey was mailed to the previously described sample with a pre-addressed, stamped, return envelope. After three weeks those who did not respond were sent a second survey. After eight weeks, those still not responding were contacted by telephone. They were asked to fill out the survey they had previously received or were sent a new survey if they agreed to complete it.

DISCUSSION OF THE RESULTS

Examining the demographics of the students surveyed, almost two-thirds of the degree credit students and just over two-thirds of the non-degree credit students are female. The average age of the degree credit students surveyed is 25 years of age and for non-degree credit students, the average age is 41 years of age. Also, over 75 percent of the degree credit students are single while 35 percent of the non-degree credit students are single. These demographic factors of the survey sample are comparable to the total student population attending Harper during the fall of 1986.

With regard to education, almost three-quarters of the degree credit students surveyed have a high school education and one-quarter have some college. While just over 60 percent of non-degree credit students have some college, 30 percent have a bachelor's degree. The average annual family income for degree credit students is $41,975 and $48,608 for non-degree credit students.

When asked how much money they carried with them on campus, degree credit students averaged $17.25 and non-degree credit students averaged $23.

The type of movies most enjoyed by both groups surveyed is comedy (20%), followed by adventures and movies based on true stories. A major difference in choice of movies occurred with vintage '30s, '40s, '50s movies and musicals (enjoyed more by non-degree credit students) and teen-age movies (enjoyed more by degree credit students). Light rock was the music liked best by all students surveyed followed by pop, classical, country, and jazz. Hard rock was chosen by 13.5 percent of the degree credit students as compared to 4.1 percent of the non-degree credit students.

With regard to political views, over one-third of the degree credit students and almost one-half of the non-degree credit students classify themselves as Republican. Almost 30 percent of both groups take an independent stand. Over one-third of the degree credit students and over one-quarter of the non-degree credit students held a variety of political views, while one-fifth of the degree credit and one-third of the non-degree credit students have conservative views. An equal number of both groups held liberal or moderate views.

The second half of the survey pertains specifically to the Harbinger. The results show that two-thirds of the degree credit students read the Harbinger several times during the semester, 20 percent of them read it every week. Only 16 percent say they never read the Harbinger because they are too busy to be bothered. Conversely, 72 percent of the non-degree credit students surveyed say they never read the Harbinger because they attend only off-campus sites or they never see it when they are on campus.

Of those who read the Harbinger, 75 percent of the degree credit students and 82 percent of the non-degree credit students pick up the paper from a rack in a building on campus. The buildings most frequently cited are Buildings A, J. and D.

DISCUSSION OF RESULTS (continued)

Almost 20 percent of both groups said they will read the paper if they see it lying around. The majority of both groups do not read the Harbinger on any specific day. However, over 20 percent of the degree credit students read the paper on the Thursday it comes out.

The sections of the Harbinger most liked by degree credit students are on-campus events and announcements (21%) and campus news (19%). These sections were more favored because students liked being informed about the activities on campus. The entertainment section was favored by 15 percent of the degree credit students and the features section by 13 percent. The section most liked by 46 percent of the non-degree credit students surveyed is also on-campus events and announcements. They, too, favored this section because it is a good way to find out about Harper activities. The profile of campus personalities was favored by 16 percent of the non-degree credit students.

The least favorite section of the Harbinger for degree credit students surveyed is the sports section. This section was least liked because readers lacked an interest in sports other than professional teams or in sports altogether. Other sections cited as being least favorite include the editorial comment (16.4%), student opinions (14.7%) and profiles of campus personalities (13.6%). The non-degree credit students surveyed rated sports, the editorial comment, entertainment and features as least favorite.

When asked what they would like to see added to the Harbinger or done differently, almost 30 percent of the degree credit students and 80 percent of the non-degree credit students responding to this question said no change was necessary. Some of the changes suggested include more student opinions, improving the cartoons, expanding on-campus events, and possibly adding a women's feature section. Additional comments are shown in the detailed results section.

MAJOR CONCLUSIONS

All students surveyed enjoyed comedy movies and light rock music. As for political views, the largest percentage of degree credit and non-degree credit students classify themselves as Republican.

With regard to the Harbinger, degree credit students were more likely to read the Harbinger than non-degree credit students. The main reason is that many non-degree credit students attend off-campus sites. The majority of those who read the Harbinger pick up the paper from a rack in Building A, J, or D.

On-campus events and announcements and campus news are the most favored sections of the Harbinger. The least liked sections are sports and the editorial comment. However, when asked what they would like to see added to or changed in the Harbinger, many of the students responding to this question said no change was necessary.

SURVEY RESULTS OF POTENTIAL HARBINGER READERS

	Degree Credit		Non-Degree Credit	
	N	PCT	N	PCT
Sex:				
Male	42	37.5	18	32.1
Female	70	62.5	38	67.9
Total	112	100.0	56	100.0
Status:				
Full-Time Student	52	48.1	1	2.0
Part-Time Student	56	51.9	49	98.0
Total	108	100.0	50	100.0
Age:				
Below 20	8	7.3	2	3.6
20	23	21.1	0	0
21	17	15.6	1	1.8
22 - 25	26	23.9	4	7.3
26 - 30	16	14.7	5	9.1
31 - 35	11	10.1	11	20.0
36 - 45	8	7.3	15	27.3
46 - 55	0	0	6	10.9
56 - 65	0	0	7	12.7
Over 65	0	0	4	7.3
Totals	109	100.0	55	100.0
Average Age	24.8		40.9	
Annual Income:				
Less than $10,000	1	1.6	0	0
$10,000 - $10,999	0	0	0	0
$11,000 - $11,999	0	0	0	0
$12,000 - $14,999	1	1.6	0	0
$15,000 - $19,999	4	6.4	0	0
$20,000 - $24,999	6	9.7	3	8.1
$25,000 - $29,999	6	9.7	2	5.4
$30,000 - $39,999	10	16.1	7	18.9
$40,000 - $49,999	15	24.2	8	21.6
$50,000 - $59,999	8	12.9	7	18.9
$60,000 - $70,000	6	9.7	4	10.8
Over $70,000	5	8.1	6	16.3
Total	62	100.0	37	100.0
Average Income	$41,975		$48,608	

	Degree Credit		Non-Degree Credit	
	N	PCT	N	PCT
Marital Status:				
Single - live with parents	71	63.4	4	7.3
Single - live on my own	16	14.3	8	14.5
Single - head of family	2	1.8	8	14.5
Married	23	20.5	35	63.7
Total	112	100.0	55	100.0
Harper Status:				
New Student	0	0	2	5.1
Continuing Student	100	100.0	37	94.9
Total	100	100.0	39	100.0
Previous Education Before Harper				
High school only	81	72.3	21	38.9
Some college	31	27.7	17	31.5
Bachelors degree or higher	--	--	16	29.6
Total	112	100.0	54	100.0
Amount of money carried on campus				
Less than $5	11	10.8	5	11.6
$ 5 - $ 9.99	24	23.5	8	18.6
$10 - $19.99	33	32.3	8	18.6
$20 - $29.99	24	23.5	10	23.3
$30 - $39.99	2	2.0	3	7.0
$40 - $50.00	6	5.9	4	9.3
Over $50	2	2.0	5	11.6
Total	102	100.0	43	100.0
Type of movies student likes:				
Vintage '30s, '40s, or '50s	28.1	6.6	21	10.0
War	26.1	6.1	10	4.8
Adventure	77.1	18.1	30	14.3
Foreign movies	9.1	2.1	4	1.9
Comedy	98.1	23.0	47	22.5
Teen-Age	19.1	4.5	2	1.0
Love stories	52.1	12.2	20	9.6
Movies based on true stories	53.1	12.5	33	15.8
Musicals	30.1	7.1	29	13.9
Those with my favorite stars*	20.1	4.7	6	2.9
Seldom see movies	7.0	1.7	4	1.9
Science fiction	2.5	.6	3	1.4
Horror	3.5	.8	0	0
Total	426.0	100.0	209	100.0

*Favorite stars: 1- Clint Eastwood
2- Harrison Ford
3- Paul Newman
4- Katherine Hepburn
5- Clark Gable
6- Kathleen Turner

	Degree Credit		Non-Degree Credit	
Favorite Music	N	PCT	N	PCT
Classical	42	11.6	29	17.2
Pop	64	17.7	27	16.0
Light Rock	97	26.8	39	23.1
Hard Rock	49	13.5	7	4.1
Christian Rock	11	3.0	5	2.9
Gospel	3	.8	3	1.8
Country	36	10.0	27	16.0
Folk	10	2.8	12	7.1
Jazz	34	9.4	18	10.6
Classic Rock	3	.8	--	--
New Wave	3	.8	1	.6
Blues	3	.8	--	--
Good Dancing Music	5	1.4	--	--
Reggae	--	--	1	.6
Do Not Like Music	2	.6	--	--
Total	362	100.0	169	100.0
Political Views				
Republican	38.5	37.4	25	47.2
Independent	30.0	29.1	17	32.1
Democrat	15.5	15.1	6	11.3
Do not vote	19.0	18.4	5	9.4
Total	103	100.0	53	100.0
Conservative	22.5	21.2	16	30.8
Liberal	18.0	17.0	10	19.2
Moderate	15.5	14.6	9	17.3
Variety of views	40.0	37.8	14	26.9
No interest	10.0	9.4	3	5.8
Total	106.0	100.0	52	100.0
How often student reads the Harbinger				
Never read it	18	16.4	39	72.2
Once - during fall semester	18	16.4	8	14.8
Several times during fall semester	50	45.4	7	13.0
Every week during fall semester	24	21.8	--	--
Total	110	100.0	44	100.0

	Degree Credit		Non-Degree Credit	
	N	PCT	N	PCT
Why student does not read the Harbinger				
Attend only off-campus sites	3	10.7	13	48.2
Never see it on campus	4	14.3	10	37.0
Too busy to be bothered	16.5	58.9	3	11.1
Did not like the paper	4.5	16.1	1	3.7
Total	28	100.0	27	100.0
How student obtains a copy of the Harbinger				
Picks it up in a rack in building*	59.5	74.4	9	81.8
Reads it if it is seen lying around	18	22.5	2	18.2
Someone else picks it up for student	2.5	3.1	--	--
Total	80	100.0	11	100.0
When the Harbinger is usually read				
Thursday, when it comes out	17.66	20.3	--	--
Friday, the day after it comes out	6.16	7.1	2	18.2
Monday	2.66	3.1	1	9.1
Tuesday	.16	.2	--	--
Wednesday	2.66	3.1	--	--
It varies	57.66	66.2	8	72.7
Total	86.96	100.0	11	100.0

*Buildings most cited: A, J, and D

RATING OF SECTIONS IN THE HARBINGER

	Degree Credit		Non-Degree Credit	
	No. of Responses	Per-cent	No. of Responses	Per-cent
Most Favorite Section				
A. Campus News	14.83	19.0	.29	2.9
B. On-campus events and announcements	16.36	21.0	4.62	46.3
C. Entertainment	12.0	15.4	1.12	11.2
D. Sports	3.24	4.2	.79	8.0
E. Profiles of campus personalities	7.13	9.1	1.62	16.3
F. Student opinions	7.66	9.8	.29	2.9
G. Editorial comment	6.65	8.5	1.12	11.2
H. Features	10.12	13.0	.12	1.2
Total	77.99	100.0	9.97	100.0

	Degree Credit		Non-Degree Credit	
	No. of Responses	Per-Cent	No. of Responses	Per-Cent
Least Favorite Section				
A. Campus news	3.11	4.6	--	--
B. On-campus events and announcements	2.61	3.9	.5	6.3
C. Entertainment	6.12	9.0	2.0	25.0
D. Sports	23.23	34.2	2.0	25.0
E. Profiles of campus personalities	9.26	13.6	--	--
F. Student opinions	9.98	14.7	--	--
G. Editorial comment	11.18	16.4	2.0	25.0
H. Features	2.44	3.6	1.5	18.7
Totals	67.93	100.0	8.0	100.0
Sections That Should Be Expanded				
A. Campus News	18	15.0	2.0	25.0
B. On-campus events and announcements	21	17.5	2.0	25.0
C. Entertainment	18	15.0	1.0	12.5
D. Sports	7	5.8	--	--
E. Profiles of campus personalities	9	7.5	--	--
F. Student opinions	14	11.7	1.0	12.5
G. Editorial comment	11	9.2	--	--
H. Features	22	18.3	2.0	25.0
Totals	120	100.0	8.0	100.0

GENERAL COMMENTS

- No response -- 46
- No -- 10
- I urge you to try to get people more politically aware. I know this is a big job and you are probably already aware the general student body is living in ignorance.
- It is great the way it is.
- More student opinions and smaller sports section.
- Color photos, less ads, more professional layout format.
- Yes, why not add a health information section. Many views can be covered, each week one can be covered, each week one can be focused on. Maybe the students in the nursing program and dental hygiene program, cardiac rehabilitation, etc. can contribute regularly, including instructors, biology students, chemistry students, microbiology, (career, dieting aids, etc.).
- I would like it to come out more than once a week.
- Most of the photography and drawings are pretty sad. But I know it is difficult to get good volunteer work. The cartoons are very amateurish and rarely funny. You should just reprint old established cartoon strips.
- I would like to see reviews of places in the area for a night out. Student opinions and editorials should be expanded to show all points of view.
- I do not read the newspaper. Seems to be geared towards day-time students only. It was when I read it years ago.

Comments (continued)

- Add horoscopes - fashion section.
- Do something about the comics, they are really macabre. "Why Johnnie can't write" - the comics used to be kind of funny, but lately they have been going downhill.
- No - just keep it up.
- Put the far side comic strip in it.
- More stories about other schools.
- More columnists like Mike Hammer.
- Articles to promote school support and pride, maybe like history and progress of community participation, school legislation, etc., comments on world news and community activities.
- Feature for and about women - displaced homemakers and career women issues and/or opportunities.
- I feel that campus news and on-campus events and announcements should be expanded so students are aware of what is happening on campus. Possibly students will become more involved on campus if they know what is going on.
- More sports coverage of all teams during that particular season. More campus news, or an interview with an outstanding Harper student each week.
- No changes.
- Not really.
- Might want to have more on health and tests that are available on or off campus for preventiveness at reduced rates for students. In fact, information on all items where students can save money.
- No, in general the Harbinger is pretty good, most of the time I enjoy reading it.
- Not at this time.
- A lot of time I have searched in vain for a chess event.
- A synopsis on current national or local events - a "how to do anything better" column that pertains to schooling "study habits."
- Expanded on-campus events - announcements.
- May be add a section with short student polls on major issues in the world. Let's show some of our more intellectual side instead of using the paper to voice our gripes. Add more inter-departmental news, Business, Science, etc.
- It would be more helpful for the students who read the paper, keep up with what is going on at school also.
- More student opinions.
- More information that would be of interest to part-time students.
- May be something like "how students feel about certain teachers in short in order to let us know which one is good to take before we register for our schedule.
- Very good newspaper.
- Better work on spelling and punctuation - especially headlines.
- Women's section.
- Take the paper out of student activities and put it where it belongs in Journalism. The worst college newspaper I have ever read.
- Coupons, TV listings (short).
- It needs some pep.
- I am concerned about the changing of pop machines from Coke to Pepsi. I am a faithful, and only Coke drinker. I feel we, the students, should at least have a choice. Is there anything we can or you can do about this? Please!
- Fine as is.
- Possibly more creative features. For example, find someone to write like Sidney Harris or other newspaper journalists who make you think and see things in different ways. Upgrade your journalism. I am sometimes laughing at the level of intelligence some features contain. This is college? Also, may be have more on things to do especially for those under 21 - who make up most of Harper's student body. May be have listings of who is playing at the Brat Shop in Kenosha or even area music/entertainment opportunities.

Comments (continued)

- Suggestion: Do some articles on one department (T M/P S, Music, Art, etc.) each week on what they do, what they have to offer, etc. How many departments are there? How many students know where the cadavers are stored? How many different things the Library has to offer. I think the Harbinger could do this and still have enough information for years to come. You will also find out about up-coming events this way. I feel the Harbinger only advertises what the athletic department and student council tells them, or does so after the event happens. I am a weekly reader. If you have to, break the departments down. Do the articles on the Physic Department or Computer Aided Design lab (MET) or -- you get my idea? What does Harper have to offer me, the student, outside my field of study.

APPENDIX

- Cover Letter
- Survey Instrument

William Rainey Harper College
Algonquin and Roselle Roads
Palatine, Illinois 60067
312-397-3000

Spring 1987

Dear Harper Student:

The Harbinger is interested in learning about YOU and what YOU think should be in the newspaper since its main purpose is to inform you and meet other possible needs.

Each week, we, on the staff, try to let you know what is happening at Harper College as well as encourage you to become interested and involved in various activities.

As Editor, I would greatly appreciate your taking the time to complete the attached questionnaire and returning it in the enclosed self-addressed return envelope so that we will have a better idea about you and what you expect of your student newspaper. The number on the survey identifies you to our personnel only and when we receive your completed survey enables us to remove your name from the mailing list so you will not be bothered with our second mailing of the survey or a follow-up telephone call.

If you are not familiar with the Harbinger, stop in at A-367, the Harbinger office, and pick up a copy. And if you have any comments not called for by the survey, we'd be happy to hear them.

Sincerely,

Bill Kugelberg

Bill Kugelberg
Editor-in-Chief

jc
Enclosures

SURVEY ABOUT POTENTIAL

HARBINGER READERS

This number identifies you and when we receive your completed survey enables us to remove your name from the mailing list so you will not be bothered with our second mailing of this survey or a follow-up telephone call

Check (✓) or fill in the blanks about yourself.

1- _____ A. Male
_____ B. Female

2- _____ A. Full Time Student
_____ B. Part Time Student

3- _____ A. Age

4- _____ A. Approximate Annual Family Income

5- _____ A. Single - live with parents
_____ B. Single - live on my own
_____ C. Single - head of family
_____ D. Married

6- _____ A. New student at Harper College this semester
_____ B. Continuing student at Harper

7- Education previous to coming to Harper College

_____ A. High School Only
_____ B. Some College
_____ C. Bachelors degree or higher

8- _____ A. On the average, how much money do you carry around with you while you are on campus?

9- What type of movies do you like? Check (✓) all that apply.

_____ A. Vintage 30's, 40's, or 50's
_____ B. War
_____ C. Adventure
_____ D. Foreign Movies
_____ E. Comedy
_____ F. Teenage
_____ G. Love Stories
_____ H. Those with my favorite stars. Name them _____
_____
_____ I. Movies based on true stories
_____ J. Musicals
_____ K. I seldom see movies
_____ L. Other (specify) _____
_____
_____
_____

10- What kind of music do you like? Check (✓) all that apply.

_____ A. Classical
_____ B. Pop
_____ C. Light Rock
_____ D. Hard Rock
_____ E. Christian Rock
_____ F. Gospel
_____ G. Country
_____ H. Folk
_____ I. Jazz
_____ J. Other (specify)_____
_____ K. Do not like any music

11- How would you describe your political views? Check (✓) one.

_____ A. Democrat
_____ B. Republican
_____ C. Independent
_____ D. Other (specify)_____
_____ E. Do not vote.

12- Check (✓) one of the following also.

_____ A. Conservative
_____ B. Liberal
_____ C. Moderate
_____ D. A variety of views
_____ E. Other (specify)_____
_____ F. No interest in this area.

13- Do you read the Harbinger and if so, how often? Check (✓) one.

_____ A. Never read it.
_____ B. Once - during the fall semester
_____ C. Several times during the fall semester.
_____ D. Every week during the fall semester.

14- If you never read the Harbinger or stopped reading it, why? Check (✓) one.

_____ A. I attend only off-campus sites.
_____ B. I never see it when I am on campus. What buildings are you in when on campus?_____
_____ C. I am too busy to be bothered.
_____ D. I did not like the paper.
Specifically what did you not like?_____

_____

_____

When was the last issue you read?_____

IF YOU READ THE HARBINGER, PLEASE EVALUATE IT BY ANSWERING THE FOLLOWING QUESTIONS:

15- How do you usually get a copy of the Harbinger? Check (✓) one.

_____ A. Pick it up myself in a rack in building. Which Building?_____
_____ B. Read it if I see it lying around.
_____ C. Someone else picks it up for me.

16- When do you usually read the Harbinger? Check (✓) one.

_____ A. The Thursday it comes out
_____ B. Friday, the day after it comes out.
_____ C. Monday
_____ D. Tuesday
_____ E. Wednesday
_____ F. It varies

17- Look over the following list of sections of the Harbinger and indicate which is your favorite, which is your least favorite and which sections should be expanded.

Harbinger Sections	Check (✓) ONE Most Favorite Section	Check (✓) ONE Least Favorite Section	Check (✓) Those Sections That Should Be Expanded
A. Campus News	_____	_____	_____
B. On-Campus Events and Announcements	_____	_____	_____
C. Entertainment	_____	_____	_____
D. Sports	_____	_____	_____
E. Profiles of Campus Personalities	_____	_____	_____
F. Student Opinions	_____	_____	_____
G. Editorial Comment	_____	_____	_____
H. Features	_____	_____	_____

18- Indicate why the section you checked is your favorite _____

_____

_____

19- Indicate why the section you checked is your least favorite _____

_____

_____

20- Is there anything you would like to see added to the Harbinger or anything done differently that would make this student newspaper more interesting to you?

_____

_____

_____

_____

_____

_____

THANK YOU for responding to this survey!

OPERATIONAL STAFF:
Janice Cook — Secretary
Linda Pones, — Mailing, Tabulation

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